

ABSTRAK

Penelitian ini bertujuan untuk mengetahui bagaimana efektivitas komunikasi yang dilakukan oleh Pangkalan Wilda Gas dalam pelayanan kepada pelanggan serta mengidentifikasi faktor-faktor yang mendukung dan menghambat efektivitas komunikasi tersebut. Penelitian ini menggunakan pendekatan kualitatif deskriptif, dengan teknik pengumpulan data melalui wawancara mendalam kepada dua orang petugas pangkalan dan lima orang pelanggan tetap. Analisis dilakukan berdasarkan empat indikator efektivitas komunikasi: kejelasan informasi, keterbukaan komunikasi, kecepatan tanggapan, dan hubungan interpersonal. Hasil penelitian menunjukkan bahwa komunikasi yang dilakukan oleh petugas pangkalan dinilai cukup efektif oleh para pelanggan. Informasi yang disampaikan jelas, respons cepat, dan hubungan interpersonal antara petugas dan pelanggan terjalin baik. Namun, terdapat beberapa hambatan seperti keterlambatan pengiriman di saat jam sibuk serta kendala teknis dalam penyampaian informasi secara cepat. Penelitian ini menyimpulkan bahwa efektivitas komunikasi memainkan peran penting dalam membentuk kepuasan pelanggan. Oleh karena itu, peningkatan kapasitas komunikasi interpersonal dan kecepatan respons menjadi kunci strategis dalam mempertahankan loyalitas pelanggan.

Kata Kunci: *Efektivitas Komunikasi, Kepuasan Pelanggan, Komunikasi Layanan, Loyalitas Pelanggan.*

ABSTRACT

This study aims to examine the effectiveness of communication carried out by Pangkalan Wilda Gas in serving its customers, as well as to identify the supporting and inhibiting factors affecting that communication effectiveness. This research employs a descriptive qualitative approach, with data collected through in-depth interviews involving two station employees and five regular customers. The analysis is based on four indicators of communication effectiveness: clarity of information, openness in communication, response speed, and interpersonal relationships. The results of the study indicate that the communication conducted by the station personnel is perceived as fairly effective by customers. The information provided is clear, responses are timely, and interpersonal relationships between staff and customers are well maintained. However, some obstacles were identified, such as delivery delays during peak hours and technical issues in delivering information promptly. The study concludes that effective communication plays a crucial role in shaping customer satisfaction. Therefore, improving interpersonal communication skills and response speed is a strategic key to maintaining customer loyalty.

Keywords: *Communication Effectiveness, Customer Satisfaction, Service Communication, Customer Loyalty.*